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Analysis Report Homework 1

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Given the data provided about Kickstarter campaigns, three conclusions we can draw are: theater is the most popular campaign category globally, plays are of the most interest to those who support theater campaigns, and music is most important to campaign managers and donors from the united states.

The limitations of this data set are that the number of campaigns per country is not equally represented, leaving us unable to confidently determine how the popularity of various categories or sub-categories. Another limitation to this data set is that we did not make a column that compares start and end date, to provide the campaign length. I believe that campaign length would be correlated to the probability of success or failure of an individual campaign. A third limitation that can be identified is that this data set fails to account for the weight that population and average net income may have on the success of campaigns in a given country. Had we included data that liberated us from the aforementioned limitations, our conclusions would be different, and more representative of the entire population.

Drawing off of the limitations stated above, another chart we could create would be a pivot table with a column of state, rows of countries, values based on count of state and a filter based on average net income of the country. Similarly, I would create a chart that shows the relationship between campaign state, specifically success and failure, and campaign length. This may provide some better explanation as to why some campaigns failed where others were successful in the same category.